

THERE IS A FORTUNE IN ZINC

AS ROCK-RIBBED AS THE VERY ORE ITSELF

What \$1,000 Has Earned In Mining

Name of Company.	Age of Company Years.	Amount Earned by \$1,000.	Average Per Cent Earned.	No. of Millions Paid in Dividends.
Homestake	40	\$290,000	725	\$ 25,000,000
Hollinger	5	12,500	250	3,000,000
Calumet and Hecla	40	\$25,000	1,060	125,000,000
Calumet and Arizona	13	120,000	920	21,000,000
Tonopah Mining	13	41,000	320	13,000,000
United Verde	25	290,000	325	35,000,000
Nipissing	8	6,000	75	12,000,000
T. Belmont	8	12,000	150	7,000,000
Chino	5	8,000	160	4,000,000
Utah Copper	7	13,000	180	25,000,000

The foregoing is approximately correct and includes the present value of the stocks. This information is secured from an authoritative publication. The stocks mentioned are selling at from 10 to 100 times the original cost.

In a statement issued Jan. 13, 1916, the following information is rendered concerning zinc that is unparalleled by any other class of mining or refining in the same time: "The New Jersey Zinc Co. has paid in stock dividends since July 1, \$25,000,000.00, and \$7,500,000.00 in cash. The Butte and Superior Co. paid 180% since July 1st in dividends. The American Zinc, Lead & Smelting Co., who own the Mascot mine, near our property, earns nearly \$1,000,000.00 a month." This was taken from a letter of Messrs. G. W. Pratt & Co., who are financing the Southern Zinc & Mining Co. The famous expert of New York, Dr. John H. Banks, is Consulting Engineer for the project. He was formerly a partner of Dr. F. de Peyster Ricketts, at one time Chief Professor in the Columbia University School of Mines. The Southern properties are in the same belt as those of the Southland. The New Jersey Zinc Co. are also operators in Southwest Virginia, and have been for years obtaining most profitable returns.

D. C. Jackling, formerly a professor in the Missouri School of Mines, and who enjoys today the reputation of being the richest and most successful mining man in the world for his age, is authority for the statement that zinc ores of the world at the present rate of production are only capable of supplying the world's requirements for twenty years. Only since 1914, since the consumption of zinc increased so enormously, has its true value been fully appreciated. The shares of one zinc company, the New Jersey, whose principal mines are not in that state, have advanced in value in one year more than 900%. The American Zinc Co.'s shares once sold on the Boston Exchange for 50 cents and are now freely traded in at \$36.00.

Scan These Two Reports Closely

The following is a clipping from the Chicago Tribune of June 28th, 1916. Inquiry made by S. C. L. to Financial Department:

"AMERICAN ZINC, LEAD AND SMELTING"

S. C. L.—The American Zinc, Lead and Smelting Company is engaged in mining zinc and lead and smelting zinc. It has outstanding \$4,828,000 of common stock and \$2-414,000 preferred. There are also \$1,900,000 of bonds issued by a subsidiary. Earnings are subject to wide fluctuations, as the prices of zinc and lead vary. The company made net profits of \$77,000 in 1914, \$5,200,000 in 1915 and \$9,300,000 in 1916. This year started with earnings at the rate of 61 per cent on common stock. Quarterly dividends of 4 per cent each have been paid, beginning Feb. 1 last.

The following was taken from "Questions and Answers" of the Financial Department, edited by Dr. Chas. W. Gerstenberg, of the Metropolitan Magazine issue September, 1917:

E. G., N. Y.—The New Jersey Zinc Company, which has a capital of \$35,000,000, all of which is common stock with a par value of \$100.00 per share. As the stock of this company is not listed on any of the exchanges, no record of sales is available. It is now selling around 300. Dividend payments for the past five years have been as follows:

Years	1912	1913	1914	1915	1916
Regular	20%	20%	20%	*15%	16%
Extra	30%	30%	30%	*42%	60%

*Also 250% stock dividend in 1915.

Dividend payments in 1917 have been the regular 4 per cent quarterly and extras of 10 per cent on Jan. 10, 4 per cent on March 10, 4 per cent on April 10 and 4 per cent on June 10.

TENNESSEE'S MOUNTAIN OF PURE ZINC

The Southland Exploration Company owns and controls more than 14,000 acres of the largest deposits of pure zinc on the American continent. It is located in Hancock county, East Tennessee. On the property is a

MILL 98% COMPLETE

Operations are expected to start this month, and the mill has a

Capacity of 400 Tons of Ore Daily

The Southland holdings are a veritable mountain of pure zinc, so rich in its deposits the metal is being obtained by mere quarrying. And numerous analyses prove conclusively it will net more than 25 per cent pure zinc. It is unquestionably the

Chance of a Lifetime!

We Have Underwritten

A limited amount of the shares of the capital stock in the Southland Exploration Company at par of \$100 per share. We won't have it long. A thorough investigation of the company's claims is solicited.

FILL OUT THIS COUPON

MESSRS. MATHEWS & COMPANY,
Suite 238 Bank of Commerce Bldg.,
Memphis, Tenn.

Gentlemen—Without any obligation to me send me copy of "The Zinc Industry," setting forth information concerning the Southland Exploration Company's zinc holdings and operations and any other data at your disposal.
Yours very truly,

Name
Street Address
City State

Know With Whom You Invest

Every share of stock in the Southland Exploration Company represents an interest in the company's immense zinc ore deposits, which in itself is an asset that cannot be removed, destroyed or made less valuable.

Officers and Directors:

JOHN CUNNINGHAM
Arlington, Tenn., President.

J. C. MITCHELL
Morristown, Tenn., Treasurer.

D. M. EVANS
Morristown, Tenn., Vice-President and General
Manager.

W. D. ROBERTS, Memphis
C. T. M'CRAW, Memphis

G. T. HARRIS, Morristown

J. I. D. HINDS, Nashville

MATHEWS & COMPANY

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MEMPHIS, TENN.